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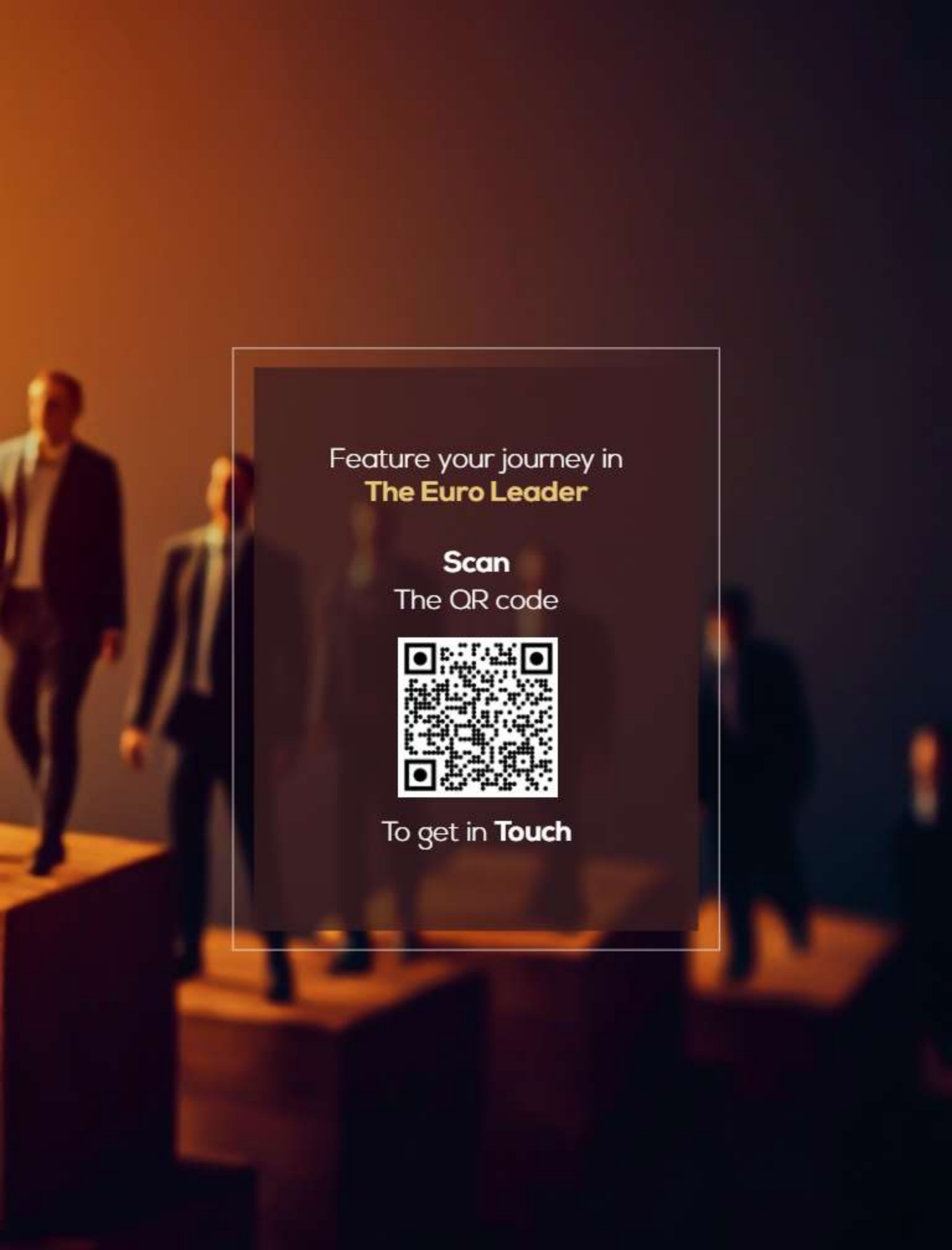
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EDITOR'S NOTE

# Coaching with Purpose: Empowering Growth, One Voice at a Time

Coaching today is more than a practice; it is a personal space where change begins. It invites people to pause, reflect, and make conscious choices for themselves. In Estonia, this field is gaining new meaning, driven by voices that bring clarity, compassion, and purpose into the lives of others. The value of coaching lies in the trust it builds and the confidence it restores. It reminds us that progress often starts from within, through small steps and honest dialogue.

As people across personal and professional domains search for grounded support, the coaching space in Estonia has evolved into a meaningful part of everyday life. Whether the goal is building confidence, making career transitions, or strengthening leadership, coaching offers guidance without judgment. It's a collaborative process, where the coach doesn't dictate solutions, but walks beside the individual in their pursuit of growth.

This edition, ***Meet Estonia's Top Coaches: From Life to Leadership***, celebrates professionals who are shaping lives through thoughtful and consistent support. These individuals are not defined by methods alone, but by the trust they earn and the change they help nurture. Through varied approaches, rooted in awareness and care, they help clients find clarity in places where confusion once lived. Their work creates space for voices to be heard, goals to be clarified, and confidence to be rebuilt.

The featured professional in this edition brings together an impressive mix of academic insight and coaching practice. With a background in history and art history, along with over a decade of experience in teaching and consulting, she integrates strategic thinking with deep emotional intelligence. In 2021, she committed fully to online coaching, creating a space that supports women's empowerment through personalized sessions and course offerings. Her work reflects a thoughtful blend of positive psychology, mindfulness, and co-active coaching techniques. Through her platform and writing, she promotes themes of wellness, feminism, and personal growth. She continues to support women in Estonia and beyond by helping them regain confidence, break barriers, and define success on their terms.

***Have an insightful read with each turning page!***

Anish Miller

08
The Stories Within

# Betty Chatzipli

Leading the Future of Feminine Leadership and Personal Growth

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Meet **Estonia's**

# TOP COACHES:

From **Life** to **Leadership**

| Featuring | Designation | Brief |
|---|---|---|
| **Betty Chatzipli** | Founder & CEO/ Women's Empowerment Coach, Expert On Your Life, LLC | Betty Chatzipli is a women's empowerment coach helping women regain confidence, embrace leadership, and achieve personal growth. |
| **Helen Puura** | Life Coach | Helen Puura, an experienced leader and growth partner, helps people create meaningful change, find direction, and thrive confidently. |
| **Kadri Keerme** | Solution-focused coach - Lahenduskeskne elu ja enesearengu coach, Coach Kadri OÜ | Kadri Keermi is a solution-focused coach, mentor for small businesses, and trainer in wellbeing and self-development. |
| **Tiia Schmidt** | Coach, Lifebalance Coaching | Tiia Schmidt empowers individuals and leaders through evidence-based coaching, creating clarity, balance, and lasting personal and professional growth. |
| **William Barrow** | Owner, William Barrow Mentoring | William Barrow is an internationally trained counsellor and mentor, providing humanistic counselling, life-coaching, and personalized mentoring services. |

**Betty Chatzipli**

Founder & CEO / Women's Empowerment Coach

Expert on Your Life, LLC.

# Betty Chatzipli

## *Leading the Future of Feminine Leadership and Personal Growth*

Empowerment is not just a buzzword; it is a process that can change a person, helping him or her find their voice, use their strengths, and live intentionally and confidently. Empowering women in today's dynamic world is not just an objective; it is a viable way to foster stronger communities, authentic leaders, and empowered individuals.

**Betty Chatzipli** is a leading women's empowerment coach whose multidisciplinary background informs her transformative approach. Betty, who has pursued a BA in History, and an MA in Art History, has more than 12 years of experience teaching and mentoring students, and at the same time, building on her strategic and leadership skills, by working as a Business Development and PR Consultant in real estate.

In 2021, Betty transitioned fully to online coaching by founding Expert on Your Life LLC., where she offers personalized sessions and creates impactful courses focused on empowerment and personal growth. Her blog, *The Rise of She*, enhances this mission by providing more information about gender equality, feminism, and women's wellness.

Betty is a coach who incorporates historical perspectives and positive psychology, ontological and co-active approaches to coaching, combined with mindfulness. She develops risk-free and motivating environments that empower women, overcome boundaries, recover their confidence, and build their futures in their own ways.

Betty Chatzipli contributes to the development of women's leadership and empowerment in Estonia through her work.

**The Power of Inner Clarity and Leadership**

Betty's move into women's empowerment coaching was a natural extension of her lifelong passion for helping others connect with their identity and potential. She noticed many accomplished women still struggled with self-doubt, emotional fatigue, and lack of direction, challenges she understood personally. In response, she founded Expert on Your Life, a coaching practice offering women a structured, reflective, and strategic path to clarity. Betty creates a trusted space for transformation, guiding women to rebuild from within and lead with renewed confidence and purpose in both their personal and professional lives.

**Mapping a Scalable Path to Personal Power**

As the **Founder and CEO of Expert on Your Life**, Betty operates at the intersection of educational design, strategic growth, and emotional transformation. She develops the conceptual framework and content for all programs, from Empowerment Spaces (individual online coaching sessions) to the company's signature online courses, each intentionally designed to support progressive transformation over time.

On the strategic side, she oversees all facets of the business model, including pricing strategy, growth planning, brand positioning, and user experience. The coaching tiers, namely, Ignition, Synergy, and Fusion, were designed to meet women where they are, providing both accessibility and a clear pathway for personal and professional growth.

**Reclaiming Women's Narratives Through Art & Coaching**

Betty's MA in Art History, focused on gender narratives in ancient Greek theatre masks, shapes her coaching approach to identity and transformation. Her research showed how women's roles were often exaggerated, distorted, or erased, highlighting that representation shapes perception. This insight underpins her philosophy: like Feminist Art reclaiming space, she helps women re-author their narratives, moving from being defined by circumstance to defining themselves with purpose.

Her academic background also sharpens her sensitivity to symbolism, archetypes, and emotional nuance, influencing the design of experiences on Expert on Your Life. Betty plans to further integrate art historical and visual-cultural frameworks into her coaching, using them as tools for reflection and reinvention to help women see and become new versions of themselves.

**Coaching Rooted in Research and Real Life**

Betty views coaching not as a means for offering quick fixes, but as a process of building adaptive frameworks that support meaningful and lasting transformation. She remains informed on current developments by continually studying emerging approaches in positive psychology, neuroscience, and female leadership development. While she actively participates in coaching networks, her most valuable insights come from staying connected to the real-world experiences of women through mentoring programs, client feedback, and close attention to how societal shifts influence personal and professional lives.

Betty shares, "*Each piece of content I create, whether a blog post or a full curriculum, is designed to address the real, felt needs of women. Every one-on-one session informs the next course design. It's a dynamic feedback loop between service, research, and innovation.*"

**Creating Safety in Virtual Transformation**

The transition to a fully online model during the pandemic presented both opportunities and challenges for Betty. One significant hurdle was establishing intimacy and trust in a digital environment. Given that coaching is deeply relational, she had to develop new methods to create a genuine sense of presence and safety through a screen.

Adapting the delivery of emotional and transformational work to online formats also involved a learning curve. Betty focused on ensuring that individual clients felt truly seen and that her energy translated authentically into a virtual setting. By addressing these challenges, she developed scalable systems that enhanced both accessibility and consistency, which were difficult to achieve in a traditional, in-person model.

**The Power of Compassionate Presence**

Betty's transformative training in women's empowerment coaching and mindfulness facilitation equips her to guide clients beyond goal setting, fostering deep identity shifts that reconnect women with core values and internal authority. Mindfulness enhances her ability to hold space with compassion and presence. Her educational background enhances her ability to simplify concepts, design clear learning paths, and manage group dynamics, including in virtual settings. Additionally, her experience in PR and business development helps her translate personal growth

*Coaching is not about offering quick fixes; it's about creating adaptive frameworks that support real transformation."*

into real-world value. Clients learn that empowerment is a strategic resource, essential both personally and professionally.

**Path to Sustainable Growth**

Betty doesn't believe in perfect balance; she believes in conscious calibration. For her, it's about understanding what season she's in. Some months demand creative output and content generation, while others call for introspection, learning, or rest. She applies the same self-leadership tools she teaches her clients: energy mapping, weekly intention setting, and setting boundaries around screen time and emotional labor. Betty also makes sure to carve out time for activities that replenish her, such as nature, music, and mindful solitude. Betty clarifies, "*The Rise of She isn't just a blog; it's my own reflective space. Writing it helps me stay anchored in my mission.*" She knows that if she isn't living by the values she promotes, the business loses its integrity. For Betty, balance is about alignment and realigning often.

**Stories of Strength and the Business Behind Them**

Betty's most meaningful accomplishment has been witnessing women rediscover their strength and knowing she played a role in creating the space for that transformation. Whether it is a client who left a toxic work environment, another who rebuilt her self-worth after divorce, or a young woman who finally dared to dream out loud, these moments are invaluable. They are the reason for the existence of her business.

On a practical level, Betty takes pride in having built an entirely self-funded, internationally accessible online business from the ground up, without the benefit of a support system or financial safety net.

**Creating Social Impact with Consistency and Care**

Betty advises aspiring coaches and entrepreneurs seeking purpose-driven careers with social impact to begin by

> *Be clear on what you stand for, what you will not compromise on, and who you want to serve."*

recognizing that their business is not merely a product but a reflection of their point of view. She prioritizes being clear about one's values, non-negotiables, and target audience before building from there.

She also stresses the need for personal development before guiding others. Coaching is not about perfection; it is about being present, grounded, and ethical in every interaction.

Finally, Betty highlights that creating social impact does not require large-scale efforts. It starts with consistency and courage. Even changing one life in a meaningful way generates an invaluable ripple effect.

**The Future of Feminine Leadership**

As Expert on Your Life grows, Betty is expanding its mission to connect women not only with personal goals but also with cultural and historical sources of strength. One project in development, ArtPowered, blends women's empowerment with art history by exploring how women have been portrayed in visual culture, sometimes idealized, sometimes marginalized. These images serve as tools for reflection, identity work, and self-reclamation.

To enhance these experiences, Betty is exploring virtual reality, which allows participants to immerse themselves in iconic artworks and the stories of historical women, fostering a deeper emotional connection and transformation beyond traditional coaching.

Betty points out, "*I also plan to expand my collaborations with organizations that want to embed women's empowerment coaching, mentoring and lifelong learning into their leadership frameworks.*"

Ultimately, Betty envisions Expert on Your Life as an evolving ecosystem of courses, content, and community where women are empowered to lead authentically, becoming experts in their own lives rather than imitating others.

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# Transforming Lives Through Leadership

In Estonia, there is a significant rise in the coaching industry, and the relevance of this issue is increasing. Individuals have been embracing coaching not only to seek advice on personal issues, but also to enhance better decision-making and leadership skills. Coaching is less about giving advice or directions, and it is more about asking questions, contemplation, and self-discovery. As professionals navigate their way and find direction, coaching has found its place in their lives, particularly in leadership development.

**Building Leaders Through Self-Discovery**

Self-discovery is one of the main factors that make coaching so popular in Estonia. Rather than selling solutions, coaches make clients explore their beliefs and habits as well as their responses. This results in internal clarity and helps in making better decisions and long-term change. Even though how to develop leadership can start not with a list of guidelines, but rather with some questions, which bring reflection.

This is a technique that will be of interest to both new and familiar leaders who are no longer content to experience shallow change. They want to be realigned with values, purpose and direction- which can be looked into through coaching. The coach helps people to explore blind spots and strengthen areas by rebalancing and creating awareness that helps individuals lead, not react.

**Trust and Authenticity in the Coaching Relationship**

In a world that is becoming ever more of a digital landscape populated by virtual correspondence, human contact is more vital than ever. In recent years in Estonia, coaches have earned a reputation for being fully concerned with the ideas of trust and presence in the work. These are the key attributes in every effective coaching relationship.

In contrast to performance reviews or official assessments, coaching is a safe environment in which a person can be honest. Leaders are not discouraged from being vulnerable; hence, this helps them to be more emotionally intelligent. Trust forms a part of the ground on which greater breakthroughs on the way and long-lasting behavioral changes can be accomplished.

**Cultural Readiness and Openness to Growth**

The social attitude toward growth and adaptability has broader implications, which include the coaching culture in Estonia. The nation has been willing to embrace new approaches to learning and, at the same time, uphold the autonomy of the individual. Coaching is not perceived in such an environment as a corrective measure but as a worthy asset in ongoing development.

This mindset enables coaching to prevail in all walks of life, ranging inter alia the corporate team, small business owners, educators and creatives. Coaching exudes a human potential approach instead of metrics-based performance and satisfies people who are in search of a balance between their work ambitions and personal principles.

**Technology-Supported but Human-Centered**

Although Estonia utilizes digital channels frequently when it comes to coaching, as they are more convenient and reachable, it is also an intensely personal experience. Video consultations, online journaling and online tests can be useful, and they do not displace human contact, though.

The coaching industry will be strong enough to enable it to be scalable, but not substantial. Clients may get access to coaches in other locations, yet they are provided individual attention. Coaching within the context of Estonia is efficient and authentic by implementing technology without compromising the essence of the associated value of human relationality.

**Specialized Approaches to Leadership Development**

Coaching does not mean developing leadership only in terms of titles or positions. It targets various sets of competencies, including, among others, resilience, adapting to change, communication and decision-making abilities. Estonian coaches have a reputation for designing a session based on the occasion of a particular client, besides bringing in a one-size-fits-all approach.

This customized operation is attractive to individuals who prefer their development to be customized to their own position, needs, and goals. It assists not only the highest-ranking officials but also team leads, entrepreneurs, and future professionals who need to exercise leadership skills with precision and courage.

**Community, Connection, and Collective Growth**

The other factor that has contributed to the increased growth of the coaching industry in Estonia is the community feeling that it creates. Group coaching classes, retreats and workshops are characterized by the additional learning opportunities that support individual learning. Not only do the participants benefit from their sessions, but they also help by hearing the stories and strategies of others.

This group environment leads to motivation and responsibility. Individuals start to realize that leadership is not a single attribute but a collective one. Such settings foster a long-lasting bond that is no longer restricted to coaching but also practicable in daily living and working.

**Closing Remark: A Movement Rooted in Meaningful Growth**

Estonia has a flourishing coaching business; coaching is a response to a great need: the need to reflect, to engage, and to be clear about who we are. When it seems that, instead of presence, performance is honored too frequently, coaching is a reminder that it is about introspection, balanced emotions, and the matching action. It is not its numbers that made it successful, but the quality of the discussions and the development they bring.

*Are you willing to examine your possibilities and lead more consciously? Do consider a coach. The next chapter in your life can start with one conversation.* TEL

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# Why the Coaching Industry Is Thriving in Estonia

The coaching industry has been growing steadily in Estonia over the past few years and is turning out to be winning popularity among individuals, professionals, as well as organizations. Such an increase is not driven by the patterns but by a more inherent understanding of the power of a one-on-one support, clarity and emotional anchoring. Life is becoming more complicated and challenging; therefore, coaching through its structured environment is becoming one of the ways in, many Estonians are receiving individual growth.

**Grounded in Personal Transformation**

Coaching in Estonia offers one of the main advantages of being personal. Coaches also give specialized advice as opposed to superficial advice. People may be in pursuit of answers, and they leave with a better knowledge of themselves. This internal journey is very sensible in a culture valuing introspection, self-control and self-control.

It can be career confusion, burnout, or a lack of work-life balance, but coaching provides a safe, confidential environment to uncork problems and develop more favorable attitudes. This is the human touch of it all, the small but big gesture of listening and being listened to; getting advice and providing advice, which has no doubt continued to draw more clients of all ages.

**A Blend of Structure and Flexibility**

The reason coaching in Estonia is flourishing is that it can be applied to various needs without sacrificing the structure. The content of sessions aims at achieving goals, but the way to the

goals is individual. Well-utilized models and techniques are used by the coaches, who are considerate of the individual background, pace, as well as preferences of a client.

Such a balance is attractive in particular in a society that embraces efficiency alongside authenticity. Clients like that coaching is not a lecture, it is not a passive therapy, but is a co-constructed process, and progress is quantified, but it is not pushed through. It is in such respect that each other shares that this coach and client relationship is one of the hallmarks of the stable development of the sector within the area.

**Cultural Alignment and Societal Shifts**

Estonia also has a cultural background that is open to personal growth, which is beneficial to the coaching industry. Although not all societies are willing to engage in the non-clinical setting when looking to get help, Estonians are most welcoming to personal analysis and unusual kinds of support mechanisms. Coaching is going to fit the move and provide growth without judgment or pressure.

Additionally, the conditions of remote work and independent lives are gaining popularity, so people realize the necessity to remain connected not only to other people but also to oneself. Coaches typically serve as a disinterested sounding board whose role serves to give people the opportunity to filter out outside noise and to discover inner guidance.

**Business Leaders and Coaching Integration**

Coaching has succeeded in creating appreciable advances in the corporate spheres in Estonia, in addition to personal development. Business leaders have now realized that it is important to invest in people not only in the skills they possess, but also in the form of their mindsets, emotional stability and clarity of purpose. Coaching as an intervention in the workplace can be perceived nowadays not only as a source of remedial work but also as a means of ensuring that morale is maintained, performance is increased, and leadership is nurtured.

Managerial coaching also applies to managerial personnel who need to be coached on behalf of their teams and their whole organization because their clarity will influence the company at large. By doing so, coaching is slowly becoming a shady yet effective contribution to workplace culture, where companies are retaining employees and creating stronger interpersonal relationships.

**Diverse Specializations Meet Diverse Needs**

The coaching business in Estonia is not a one-size-fits-all business. Whether it is life coaching, executive coaching, health-oriented sessions or career guidance, the realm has a myriad of specializations. This variety implies that individuals will be able to find coaches who will intersect with their individual needs and problems.

This is particularly pertinent in Estonia, as there has been a growing need to obtain niche services. The younger clients, in their turn, can be interested in getting guidance on their purpose and identity, whereas mid-career professionals can be concerned with leadership or transition. This capability to support diverse needs, at diverse stages of life, has solidified the essence of coaching even in the day-to-day lives of people.

**Trust and Accreditation Are Building Credibility**

One of the factors making the coaching industry in Estonia even more successful is the expanding interest in quality and standards. A greater focus is being placed on professional training, professional ethics and professional accreditation. The maturing of the industry enables clients to know the qualified coaches who fit the standard set up.

Such increased transparency forms trust of which is a vital component in a practice that is based on a foundation of openness and vulnerability. The fact that more and more coaches are coming into a professional training and certification process and gaining credibility helps to enhance the credibility of coaching globally, as more individuals get the confidence to seek help.

**Final Thoughts: The Power of Being Understood**

Essentially, the popularity of the coaching business in Estonia indicates a desperate necessity of being heard, assisted, and encouraged by real conversation. It is not about immediate solutions or inspirational talk; it is about developing transparency, toughness and purpose, session to session.

*So, in case you have been thinking about a move towards expansion, it is perhaps high time to reach a person who will prioritize your aspirations. Occasionally, all that is required is the process of being heard.*

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